

## PROJECT SERVICES AGREEMENT

This Project Services Agreement (the "Agreement") is entered into and made effective as of June 19 2019, between the McLean County Regional Planning Commission, ("Client"), and Hile Group, an Illinois corporation ("Consultant").

In consideration of their mutual promises and the covenants contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed by and between Client and Consultant as follows:

### *Section 1*

#### Consultant Services

Client hereby engages Consultant to provide Client the consulting services (the "Services") identified on Exhibit A to this Agreement, during the Term. Consultant hereby accepts Client's engagement for the Services under the terms and subject to the conditions set forth in this Agreement. During the Term, Consultant shall dedicate such number of business hours and number of personnel as shall be required to provide the Services with the level of skill customary in the industry for services substantially similar to the Services, and Consultant will use its reasonable best efforts to meet all service quality metrics agreed upon by the parties. Consultant shall provide the Services during the Term under the general direction of the Client, or such person's assignee or delegate. Exhibit A is an integral part of this Agreement and is hereby incorporated into this Agreement by this reference.

Consultant intends to engage the services of the Firebrand Cooperative (hereafter subcontractor) as part of the team that will perform the Services identified in Exhibit A. Consultant acknowledges that Client has not entered into any Agreement with the subcontractor and the Consultant shall be responsible for and direct the work of the subcontractor. Consultant further represents that the fee stated in Section 4 includes fees to be paid to subcontractors under this Agreement and that Client shall not be required to pay any additional fees as compensation or as reimbursement for out-of-pocket expenses to the subcontractors.

### *Section 2*

#### Independent Contractor

Consultant shall act solely as an independent contractor, and nothing in this Agreement is intended to create an employee-employer or master-servant relationship between Consultant and Client. Accordingly, other than as set forth in this Agreement, Client will not exercise control over the manner, time, or place in which the Services rendered by Consultant or its members, officers, agents, and employees are performed, and Consultant will exercise its own reasonable discretion in determining how it performs the Services. Additionally, Consultant understands that it will not be eligible for any employment benefits currently provided to employees of Client. Unless specifically authorized in writing, Consultant agrees not to enter into any agreement on behalf of Client and agrees that it shall not represent to any third party that it has authority to enter into any such agreement.

### *Section 3*

#### Term of Agreement

This Consulting Agreement will become effective as of July 2019 and shall terminate on submission of final report by November 2020 (the "Term"), unless earlier terminated in accordance with this Agreement.

### *Section 4*

#### Compensation

(a) In exchange for Consultant's performance of the Services, Client shall pay to Consultant the following amounts as set forth in Exhibit B: (i) a fee (the "Consulting Fee") in the aggregate amount of \$66,300 for services described in Exhibit A to this Agreement;

## *Section 5*

### Payment of Compensation

(a) Compensation for services rendered by Consultant under this Agreement shall be payable in the amounts and in accordance with Exhibit B attached hereto and incorporated by reference herein.

(b) All Expenses are payable within 45 days following delivery to Client of an invoice itemizing the Expenses.

(c) All invoices from Consultant not paid on the applicable date set forth in this Agreement shall bear interest at a rate of the lesser of (i) 1.0% per month or (ii) the maximum amount permitted by applicable law, until paid in full by Client.

## *Section 6*

### Client Services

Client shall provide the following support to Consultant:

- Coordination and scheduling of meetings with public and private sector stakeholders at Consultants request;
- Timely access to Client's data, information and reports.
- Timely review of Consultant's draft reports and materials submitted for Client's review and approval.

## *Section 7*

### Confidentiality

(a) A party who receives (the "Recipient") any information reasonably believed to be confidential or proprietary information ("Confidential Information") of the other party (the "Disclosing Party") shall keep confidential and agrees not to disclose, divulge or reveal the Confidential Information to third parties without the prior written approval of the Disclosing Party. The parties shall use reasonable efforts to ensure that Confidential Information, if in tangible or readable form, shall be marked or designated as such at the time of disclosure and if transmitted orally, shall be designated as confidential prior to disclosure. This obligation of confidence shall not apply to information that (i) is or becomes publicly available by other than a breach hereof (including any information filed with any governmental agency and available to the public); (ii) is not prominently designated in good faith and in writing as confidential prior to its disclosure to Recipient by the Disclosing Party; (iii) is known to or in the possession of the Recipient at the time of disclosure; (iv) thereafter becomes known to or comes into possession of the Recipient from a third party that the Recipient reasonably believes is not under any obligation of confidentiality to the Disclosing Party and is lawfully in the possession of such information; (v) is developed by the Recipient independently of any disclosures previously made by the Disclosing Party to the Recipient; (vi) is required to be disclosed by order of a court of competent jurisdiction, administrative agency or governmental body, or by subpoena, summons or other legal process, or by law, rule or regulation, or by applicable regulatory or professional standards, provided that prior to such disclosure by the Recipient the Disclosing Party is given reasonable advance notice of such order and an opportunity to object to such disclosure; or (vii) is disclosed by the Recipient in connection with any judicial or other proceeding involving Client and Consultant (or any members, principals or employees of Consultant) (whether or not such proceeding involves any third party) relating to Consultant's Services or this Agreement.

(b) Each party shall carry out its respective obligations hereunder using the same degree of care that it uses in protecting its own Confidential Information, but at least a reasonable degree of care. Provided that the Recipient shall have met the foregoing standard of care, the Recipient shall not be liable or responsible for any inadvertent or accidental disclosure by the Recipient of Confidential Information.

(c) Each party agrees that it will not provide any subcontractor or other third party with access to the Confidential Information of the other, unless such subcontractor or third party has agreed to be bound by similar confidentiality and nondisclosure obligations in favor of the Disclosing Party.

*Section 8*  
Termination

If Consultant defaults in the performance of any of its material obligations under this Agreement, and such default is not cured within 30 days after notice is received by Consultant specifying, in reasonable detail, the nature of the default, Client may, upon further notice to Consultant, terminate this Agreement as of the date specified in such notice of termination; provided, however, that the time to cure a default shall extend for up to 45 days from the date on which a notice of default is received by Consultant, if Consultant has promptly commenced to cure the default and continues to use its commercially reasonable efforts to cure such default during the 45 day period.

*Section 9*  
Limitation of Liability

(a) The parties agree the maximum liability of Consultant for any matter relating to or arising from this Agreement, whether based upon an action or claim in contract, warranty, equity, negligence, intended conduct or otherwise, shall be the amounts actually paid to Consultant hereunder.

(b) Neither party shall have any liability to the other party or to third parties for any loss of business, loss of profits, or any indirect, incidental, special, consequential, exemplary or punitive damages, whether in contract, warranty, equity, negligence, intended conduct or otherwise, even if such party has been advised of the possibility thereof.

(c) Each party acknowledges that the provisions of this Section 9 set forth the bargained for allocation of risk under this Agreement and that such party considered such provisions in determining the fees to be paid to Consultant in consideration of the Services. The limitations and exclusions contained in this Section will apply regardless of (i) the form of action, (ii) any claim or finding that any breach of or default under this Agreement was total or fundamental, (iii) the type of damages, (iv) any claim or finding with respect to the adequacy, failure, purpose or sufficiency of any remedy offered or provided for under this Agreement and (v) whether a party was informed or aware of, or otherwise could have anticipated the possibility of, such damages or liability.

(d) This Agreement is an agreement for services.

*Section 10*  
Public Release of Information

Consultant acknowledges that there are legal and contractual restrictions on the types of information about Client's project that may be released to the public, and Consultant agrees that all information or materials prepared by Consultant for public release shall be subject to Client's review and approval prior to release. Client agrees to indemnify and hold Consultant harmless from any and all damages and expenses, including attorney(s) fees which may be incurred in connection with the release or publication or any public relations and/or marketing messages provided or authorized by Client.

*Section 11*  
Conflicts of Interest

This Agreement is subject to, and limited by, the conflict of interest provisions set forth on applicable Illinois statutes, if and to the extent applicable to this Agreement and the transactions contemplated by this Agreement.

*Section 12*  
Insurance

Consultant covenants to obtain and maintain in full force and effect during the Term one or more insurance policies covering general liability, automobile and workers' compensation, from reputable insurance carriers, in amounts customary and reasonable for businesses of the same type and size as Consultant and performing services similar to the Services.

*Section 13*  
Indemnification

(a) Consultant shall indemnify, defend, and hold Client, its employees, agents and contractors, harmless for, from, and against all liabilities, expenses, including reasonable defense costs and reasonable legal fees, and claims for damages (collectively, "Losses") arising from claims by third parties, whether based in whole or in part in contract, tort, negligence, statute or otherwise relating to or arising out of (a) Consultant's performance of the Services or (b) any breach of this Agreement by Consultant.

(b) Client shall indemnify, defend, and hold Consultant and its subcontractors, and their employees, agents, directors, officers, stockholders and contractors, harmless for, from, and against all Losses arising from claims by third parties, whether based in whole or in part in contract, tort, negligence, statute or otherwise relating to or arising out of any breach of this Agreement by Client.

(c) As a condition to the foregoing indemnity obligations, the indemnified party shall provide the indemnifying party with prompt notice of any claim for which indemnification shall be sought hereunder and shall cooperate in all reasonable respects with the indemnifying party in connection with any such claim. The indemnifying party shall be entitled to control the handling of any such claim and to defend or settle any such claim, in its sole discretion, with counsel of its own choosing, provided that the indemnifying party shall not settle any claim that imposes any obligation in the indemnified party without the written consent of the indemnified party, not to be unreasonably withheld.

*Section 14*  
Non-Assignment

This Agreement may not be assigned by either party by agreement or operation of law without the written consent of the other party.

*Section 15*  
Governing Law and Dispute Resolution

(a) This Agreement shall be deemed to have been made in the State of Illinois and shall be construed and enforced in accordance with the law of Illinois without reference to principles of conflicts of laws thereof.

(b) The parties agree that, in the event of any claim, dispute, controversy or other matter in question with regard to this Agreement, the parties will work together in good faith first, to resolve the matter internally by escalating it to higher levels of management.

*Section 16*  
Force Majeure

Except for the payment of money, neither party shall be liable to the other for any delays or failure to perform resulting from circumstances or causes beyond its reasonable control, including fire or other casualty, act of God, strike or labor dispute, war or other violence, or any law, order or requirement of any governmental agency or authority other than Client. Performance time shall be considered extended for a period of time equivalent to the time lost because of any such delay.

*Section 17*  
Third Party Beneficiaries

Nothing contained in this Agreement is intended to confer upon any person (other than the parties hereto and the indemnitees specifically identified in Section 14) any rights, benefits or remedies of any kind or character whatsoever, and no person shall be deemed a third party beneficiary under or by reason of this Agreement.

*Section 18*  
Execution of Agreement; Counterparts

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, and such counterparts together shall constitute one and the same instrument.

*Section 19*  
Notices

All notices given, or to be given, by either party to the other, shall be given in writing and shall be addressed to the parties at the addresses hereinafter set forth or at such other address as the parties may by written notice hereafter designate. Notices to Client, and notices to Consultant, shall be addressed as follows:

If to Client:

Executive Director  
McLean County Regional Planning Commission  
115 E. Washington St., Ste. M103  
Bloomington, IL 61701-4089

If to Consultant:

President and Founder  
Hile Group

[REDACTED]  
[REDACTED]

*Section 20*  
Captions for Convenience

The captions appearing herein are for convenience only and are not a part of this Agreement, nor do they limit or amplify any term or provision hereof.

*Section 21*  
Severability

If any part, term or provision of this Agreement shall be held illegal, unenforceable or in conflict with any law, the validity of the remaining portions and provisions hereof shall not be affected.

*Section 22*  
Authorization; Further Assurances

Each party shall cooperate and take such further actions as reasonably requested by the other to carry out the intent of this Agreement. Client and Consultant, and the individuals executing this Agreement on Client and Consultant's behalf, represent and warrant that such individuals have been and are duly authorized by all necessary and appropriate corporate or other action to execute same on behalf of Client and Consultant, respectively.

*Section 23*

Entire Agreement; Amendment

This Agreement constitutes the entire Agreement between the parties with respect to the subject matter hereof, and supersedes all prior negotiations, communications, writings and understandings related hereto. This Agreement may be modified or amended only by a written amendment signed by both parties.

*Section 24*

Promotional Materials

All publications, announcements, reports, flyers, brochures and all other such material should include "Preparation of this document is financed in part through financial assistance from the Illinois Department of Transportation"

*[Signature Page Follows]*

**IN WITNESS WHEREOF**, the parties hereto have caused this Agreement to be executed by their respective duly authorized officers and/or managers as of the date and year first above written.

**CLIENT:**

**MCLEAN COUNTY REGIONAL PLANING COMMISSIOIN**

By: 

Name: Vasudha Gahiraju  
Its: Executive Director, MCRPC

By: 

Name: Carl Teichman  
Its: Chairperson, MCRPC

**CONSULTANT:**

Hile Group

By: 

Name: *Laura Kosinski*  
Its: *Finance Director*

## **EXHIBIT A**

### **SERVICES**

The Scope of Work and Timeline dated May 30, 2019 as submitted by Consultant in response to the Vision Zero Request for Qualifications (“RFQ”) dated February 2019 including, without limitation, the Scope of Services and Deliverables set forth therein (“Services”). The Services are subject to all applicable provisions of the RFQ and is incorporated by reference herein. The parties may revise the Scope and Timeline provided that there is mutual written agreement for same.



## **EXHIBIT B**

### **COMPENSATION SCHEDULE**

Fee not to exceed \$66,300.

The fee shall be paid in installments as follows:

- \$6,400 upon the completion and submission of memo or report summarizing Phase 1: Conduct Background Research
- \$10,500 upon the completion and submission of memo or report summarizing Phase 2: Initial Public Outreach
- \$15,000 upon the completion and submission of memo or report summarizing Phase 3: Project Steering Committee meetings
- \$2,650 upon the completion and submission of memo or report summarizing Phase 4: Formulate Design Concepts and Cost Estimates
- \$24,350 upon the completion and submission of activities and tasks outlined in Phase 5: Building Vision Zero Momentum in the Community
- \$7,400 upon successfully completing the final Phase, Final Report Delivery, before November 2020.



## HILE GROUP

Vasudha Gadhiraaju  
Executive Director  
McLean County Regional Planning Commission  
115 East Washington Street, Suite M103  
Bloomington, Illinois 61701

May 30, 2019

Hile Group thanks you for the opportunity to send you this proposal for development of a culture change-oriented Action Plan for McLean County's Vision Zero Program. We especially appreciate MCRPC's expressed flexibility on the proposal timeline and project scope, allowing us to confidently propose a project design within and according to Hile Group's culture change expertise.

I want to say up front that we have made several key adjustments to the project framework MCRPC laid out in the Request for Qualifications (RFQ). We have carefully retained scope along with the original RFQ numbering for included deliverables. We hope that you will understand and agree with our adjustments to ensure the quality of our work products while staying within the stated budget.

First, Hile Group has not proposed to perform in their entirety the services identified in Item 7 under Section D: Scope of Services. It is my understanding that these services may be otherwise solicited by MCRPC through future projects that will build on the efforts described in the attached proposal. As such, Deliverable #4 in RFQ Section E has been excluded here. Additionally, Cynthia Hoyle's *Creating Complete Corridors: Complete Streets Implementation Study*, an impressive and comprehensive research product, will serve as the primary source of engineering expertise for the culture change work described in the attached proposal. As such, Hile Group has proposed heavily referencing this source document in our preparation of Deliverable #3.

Second, Hile Group has proposed a revised timeline for the public education campaign so that we may go beyond a traditional advertisement-based campaign and achieve culture change strategies with true transformative potential. With sure-footed support from Hile Group and using Vision Zero McLean County branding materials, the community leaders and safety champions of the Project Steering Committee (PSC) will lead culture change strategies in engaging formats of their own invention to bring their momentum and excitement for Vision Zero to their own networks across McLean County. Our adjusted timeline will allow ample time to build the capacity and commitment of the Vision Zero safety champions and will lead to broader and deeper cultural impact than a traditional public education campaign.

Again, we thank MCRPC for the opportunity to send you this propose for what we agree is important local transportation safety work. We believe that the attached plan demonstrates Hile Group's unique position to develop an Action Plan that is truly of and for McLean County residents.

Warm regards, and safe day,

Julie Hile

Everyone engaged. Every day.



**Hile Group**  
**Qualifications for the Preparation of a Vision Zero Action Plan**  
**for Bloomington-Normal, Illinois Metropolitan Area and McLean County Region**

**PROJECT DESCRIPTION**

Like many Metropolitan Planning Organizations (MPOs) across the country, the McLean County Regional Planning Commission (MCRPC) has identified the Vision Zero approach as a keystone strategy for making the McLean County transportation system as safe as possible for all users, with the goal of zero traffic deaths or severe injuries. As a community committed to Vision Zero, McLean County must now create an Action Plan to clearly lay out action steps, timelines, and priorities as informed by broad community input and rigorous analysis of relevant and available data. The Vision Zero Action plan and its development process will engage key residents and stakeholders in the County's ongoing research and investment in transit safety, lift up the goal of zero traffic deaths or severe injuries as possible when understood as a shared responsibility, and set into motion a formidable community-wide implementation effort.

From extensive experience engaging diverse stakeholders in sustainable safety culture planning and implementation, Hile Group proposes the following plan for developing a Vision Zero Action Plan for the Bloomington-Normal Metropolitan Area and McLean County Region.

**QUALIFICATIONS OF FIRM AND PROJECT TEAM MEMBERS**

Hile Group is a safety culture performance consultancy based in Normal, IL, with several decades of experience in incident and injury prevention through culture change, stakeholder engagement, program design, and implementation. Hile Group customers in transportation, construction, dredging and other high hazard industries typically encounter fewer incidents and injuries with corresponding steady reductions in Total Recordable Injury Rate (TRIR) and injury severity. Honed over 28 years of service across several industries, Hile Group's Sustainable Safety Excellence portfolio resonates clearly with the Vision Zero approach and is well positioned to realize and advance McLean County's transportation safety commitments by preparing MCRPC's Vision Zero Action Plan.

Hile Group shares with Vision Zero a commitment to relentless engagement that brings ambitious goals within reach through empowerment, analytics, and education. Hile Group is not in the business of "safety programs" so much as devoted to the installation of safety culture processes that emerge from and are sustained by the earnest work of burgeoning safety champions. To that end, Hile Group is prepared to identify a strategic network of stakeholders from multiple perspectives—senior government leaders, concerned citizens, subject matter experts, more— so that we may elicit equitable, informed, and actionable priorities for a Vision Zero Action Plan. Hile Group will ensure that these stakeholders and others are empowered to engage confidently and are equipped to be heard, so that insight gained in focused collaboration may be reflected meaningfully to broader audiences. These safety champions will be positioned to carry forward McLean County's research and investment in transit safety through and beyond the two- to five-years covered in this Action Plan.

## **PRINCIPAL PROJECT TEAM MEMBERS** (see attached for resumes)

**Julie Hile**, President and founder of Hile Group, has three decades of facilitation and culture change experience with extensive application to workplace safety in the transportation, maritime, and construction sectors. She has served on research implementation teams for the Federal Railroad Administration and on research panels related to transit culture change for the Transportation Research Board. Julie has designed and implemented dashboards, workshops, and messaging campaigns which have collectively achieved dramatic reductions in incident and injury rates in organizations large and small. Her work includes public engagement projects in sustainability, implementation of new urban design, the initiation of paid public parking.

**Erin Jensen** is a performance consulting generalist whose work with democratizing, collaborative safety rules revision teams has laid a strong foundation for safety culture change in transportation and marine construction organizations. She supports the development of Safety Action Plans and dashboards which track progress to goal, reinforcing essential requirements for mutually-accountable behavior change. Erin is an experienced manager of culture change projects for the Hile Group and go-to “glue” for on-time, on-budget delivery.

**Jonathan Seiden** is an experienced researcher and analyst, trained in data cleaning, analytics, visualization, and mapping software and techniques, including Microsoft Excel, R, SQL, and Tableau. Jonathan has managed city- and state-funded projects with multiple government, non-profit, research, and industry participants. Prior to working at Hile Group, Jonathan worked at NYC Mayor’s Office of Criminal Justice as a Research Analyst where he constructed analytical and educational data tools for lawyers, judges, and other court actors to track and improve felony case processing efficiency and fairness. As a native, resident, and former government employee of New York, Jonathan is familiar with NYC’s Vision Zero initiative and has personally benefitted from the attendant infrastructure improvements on his own block.

**Firebrand Cooperative** is a worker cooperative formed to address the needs of community organizers and non-profits. The team of Firebrand consultants consist of professionals with deep experience in marketing, promotional strategy, community organizing, implicit bias training, project management, business plan development, board/director training and campaign launches. Firebrand team lead for this project, **Melanie Shellito**, has been engaged by national conferences to present workshops and hands-on trainings on these topics, solo and alongside the other Firebrand co-owners.

**PROJECT STAFFING AND MANAGEMENT PLAN**

Jonathan Seiden, Project Management lead

Erin Jensen, Project Team member

Julie Hile, Facilitator, Project Team member

Melanie Shellito, Firebrand Cooperative, Communications partner

**CLIENT REFERENCES**

**David Simonelli**

President, Dredging

Great Lakes Dredge and Dock Company, LLC.

[Redacted]

**Levi Denton**

National Director of Geotechnical Site Characterization Services

Vice President, Senior Principal

Terracon

[Redacted]

**Mayor Christopher Koos**

Town of Normal, Illinois

[Redacted]

## PROJECT WORK TASKS

Please see below for a detailed chronological description of Hile Group's proposed project plan arranged into six project phase headings.

### Conduct Background Research (June – August 2019)

1. Review all relevant background materials to support Project Team knowledge of Vision Zero, Complete Streets, and the McLean County transportation context.
  - Review Vision Zero Network and Complete Streets resources and case studies from successful peer jurisdictions.
  - Review MCRPC resources including but not limited to all available, relevant data, Complete Streets Implementation Study, and other background documentation of completed, ongoing, and planned transportation safety projects.
2. Compile complimentary data from additional sources, including but not be limited to hospital data, law enforcement data, and census and other government survey data.
3. Analyze and aggregate available data into comprehensive and accessible crash data dashboard, including but not limited to charts, maps, and other visualizations to orient stakeholders of varying literacy and transportation research backgrounds to the transit safety landscape in McLean County. Review aggregated crash data dashboard with MCRPC. **(Deliverable #1, August 2019)**

### Initiate Public Outreach (August 2019 – October 2019)

4. Facilitate 3-4 meetings with standing MCRPC advisory groups to introduce Vision Zero, share background knowledge from initial review, and solicit volunteers or recommendations for participants on Project Steering Committee.
5. Invite stakeholders representing diverse perspectives on transportation safety in McLean County, including but not limited to McLean County residents with special exposure to transportation safety issues, government leaders and staff at the City, Town, and County levels, law enforcement representatives, transit professionals, public health representatives, other transit equity and safety advocates.

### Design and Facilitate 3 Meetings with the Project Steering Committee (October 2019 – March 2020)

6. Meeting #1: Project Launch and Introduction to McLean County Vision Zero
  - Design and facilitate meeting to introduce the project team, achieve shared understanding of the project, and ascertain participants' aptitude and appetite for the work ahead.
  - Identify key stakeholders not on the Project Steering Committee who may be invited to join or present to the Committee.
  - Assign the Project Steering Committee to read background materials culled from Project Team's initial review, including but not limited to Vision Zero resources, case studies, and MCRPC's *Complete Streets Implementation Study* as homework before next meeting.
7. Meeting #2: Review and Reconcile Action Plan Priorities
  - Design and facilitate meeting to review the assigned reading and to reconcile our local context with the national Vision Zero framework.
  - Identify and come to consensus on several key locations, demographics, or incident scenarios (i.e. railway crossings, student drivers, distracted pedestrians, etc.) as possible pillars of McLean County's Vision Zero Action Plan.

- Brainstorm possible mitigating actions, including both infrastructural improvements and educational strategies.
  - Assign homework exercises to develop ideas about infrastructure improvements and education strategies that correspond to possible pillars of Action Plan.
8. Meeting #3: Align Priorities with Needed Resources and Strategic Implementation
- Design and facilitate meeting to further prioritize and add actionable details to Action Plan’s central strategies with special attention given to resources or additional special expertise that will be needed for implementation.
  - Introduce the Committee to our branding and communications partner, who will observe the meeting and make initial notes for the public education campaign.

**Formulate Design Concepts and Cost Estimates (March 2020)**

9. Write and deliver to MCRPC the PSC’s endorsements and prioritizations of the recommendations in the *Complete Streets Implementation Study*. **(Deliverable #3, March 2020)**

**Early Stage Implementation: Building Vision Zero Momentum in the Community (April – September 2020)**

10. With communications and MCRPC’s web development team, adapt national Vision Zero branding for McLean County according to the identified priorities of the Project Steering Committee, and review branding assets and branded website mock-ups with MCRPC.
11. Consult national Vision Zero Network framework to develop culture change strategies in alignment with identified priorities of the Project Steering Committee. Review with select PSC members and MCRPC.
12. With PSC, introduce Vision Zero McLean County to public, integrating website and brand roll-out into culture change strategies.
13. Write and deliver to MCRPC a report describing the development of Vision Zero McLean County and culture change strategies, cataloguing the final materials, and providing initial insights on public response, drawing on but not limited to website analytics. **(Deliverable #2, September 2020)**

**Final Report Writing and Delivery (October – November 2020)**

14. Draft final report on two- to five-year priorities for McLean County Vision Zero implementation, including but not limited to documentation of Action Plan development team and process, review of culture change strategy development and implementation process and response, inventory of high priority locations and recommended infrastructure improvements, and cost estimates, possible funding sources, and recommended timelines for implementing infrastructure improvements.
15. Facilitate one meeting with PSC to deliver report and solicit suggested revisions; Make revisions.
16. Deliver final report to MCRPC. **(Deliverable #5, November 2020)**



## COST PROPOSAL

Service	Price	Hours
<b>Phase 1: Conduct Background Research</b>		
Review background materials	\$ 2,400.00	13
Compile complimentary data	\$ 1,000.00	6
Analyze and aggregate data (Deliverable #1)	\$ 2,300.00	12
Project Management	\$ 700.00	3
<b>Phase 1 Subtotal</b>	<b>\$ 6,400.00</b>	<b>34</b>
<b>Phase 2: Initial Public Outreach</b>		
Facilitate 3-4 meetings	\$ 7,950.00	40
Invite Stakeholders to PSC	\$ 2,200.00	12
Project Management	\$ 350.00	2
<b>Phase 2 Subtotal</b>	<b>\$ 10,500.00</b>	<b>54</b>
<b>Phase 3: Design and Facilitate 3-4 Meetings with the Project Steering Committee</b>		
Meeting #1: Project Launch and Introduction to McLean County Vision Zero	\$ 5,000.00	24
Meeting #2: Review and Reconcile Action Plan Priorities	\$ 4,000.00	18
Meeting #3: Align Priorities with Needed Resources and Strategic Implementations	\$ 4,000.00	18
Project Management	\$ 700.00	3
Subcontractor: Communications Partner	\$ 1,300.00	8
<b>Phase 3 Subtotal</b>	<b>\$ 15,000.00</b>	<b>71</b>
<b>Phase 4: Formulate Design Concepts and Cost Estimates</b>		
Inventory of high priority Complete Streets Implementation projects (Deliverable #3)	\$ 2,300.00	12
Project Management	\$ 350.00	2
<b>Phase 4 Subtotal</b>	<b>\$ 2,650.00</b>	<b>14</b>
<b>Phase 5: Early State Implementation: Building Vision Zero Momentum in the Community</b>		
Adapt national Vision Zero brand for McLean County Vision Zero, including website	\$ 1,200.00	7
Develop culture change strategies	\$ 4,800.00	22
Brand, website, and culture change strategy roll-out	\$ 4,200.00	21
Report on culture change strategies and initial public response (Deliverable #2)	\$ 3,700.00	19
Project Management	\$ 950.00	5
Subcontractor: Communications Partner	\$ 9,500.00	60
<b>Phase 5 Subtotal</b>	<b>\$ 24,350.00</b>	<b>134</b>
<b>Phase 6: Final Report Writing and Delivery</b>		
Draft final report on two- to five-year program priorities	\$ 3,400.00	17
Facilitate 1 meeting with PSC to deliver report	\$ 2,700.00	12
Deliver final Report to MCRPC (Deliverable #5)	\$ 1,300.00	6
<b>Phase 5 Subtotal</b>	<b>\$ 7,400.00</b>	<b>35</b>
<b>Total Project Cost</b>	<b>\$ 66,300.00</b>	

Thank you again, MCRPC, for the opportunity to propose Hile Group for this work. In our exploratory conversations and research for this proposal, we have uncovered the promise of a beautiful opportunity for Hile Group to leverage its skills and experience in service of our community. We look forward with joy to the prospective privilege of partnering with MCRPC on this work.